

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
16 November 2000 (16.11.2000)

PCT

(10) International Publication Number
WO 00/69163 A3

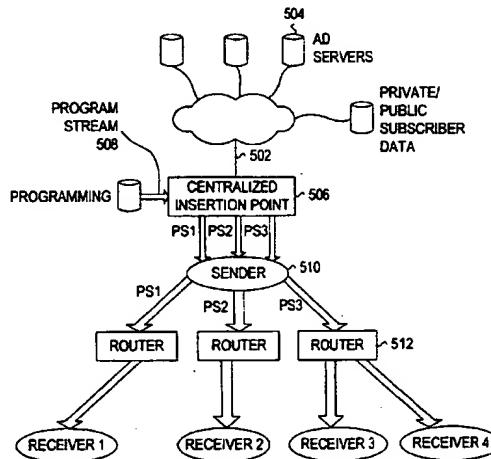
- (51) International Patent Classification⁷: H04N 7/16 (81) Designated States (national): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, DE, DK, DM, DZ, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZW.
- (21) International Application Number: PCT/US00/12710
- (22) International Filing Date: 10 May 2000 (10.05.2000)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data: 60/133,398 10 May 1999 (10.05.1999) US
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- (88) Date of publication of the international search report: 18 January 2001

Published:

- With international search report.
- Before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments.

[Continued on next page]

(54) Title: ADVERTISEMENT SUBGROUPS FOR DIGITAL STREAMS



WO 00/69163 A3

(57) Abstract: A targeted advertising system based on subgroups. Different subgroups are formed based on one or more subscriber characteristics, and different targeted advertisements transmitted to the different subgroups. In the Internet-environment, the subgroups are formed by utilizing multicast addresses. In cable-based and satellite-based systems, the subgroups are formed by node configurations. The targeted advertisements (504) may be transmitted simultaneously with programming (508) and inserted locally, or may be inserted at a centralized distribution point (506) such as a router or cable television local head-end. An apparatus is presented which receives n program streams and m advertisements, and creates p presentation streams containing targeted advertisements, where p is greater than n .



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INTERNATIONAL SEARCH REPORT

International application No.
PCT/US00/12710

A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) :H04N 7/16
US CL :345/327; 348/10

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

U.S. : 345/327; 348/6-13; 455/3.1-6.3; H04N 7/16, 7/173

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

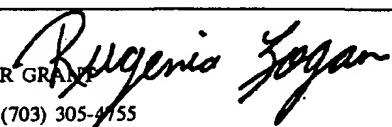
Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

| Category* | Citation of document, with indication, where appropriate, of the relevant passages | Relevant to claim No. |
|-----------|--|-----------------------|
| X | US 5,815,671 A (MORRISON) 29 September 1998 abstract, columns 2-3 & figures 2-4 | 1-33 ----- |
| Y | | 34-37 |
| X | US 5,446,919 A (WILKINS) 29 August 1995 whole document | 1-33 ----- |
| Y | | 34-37 |
| X | US 5,155,591 A (WACHOB) 13 October 1992 whole document | 34 |

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|---|---|
| Date of the actual completion of the international search 22 SEPTEMBER 2000 | Date of mailing of the international search report 08 NOV 2000 |
| Name and mailing address of the ISA/US Commissioner of Patents and Trademarks Box PCT Washington, D.C. 20231 Facsimile No. (703) 305-3230 | Authorized officer CHRISTOPHER GRANT Telephone No. (703) 305-4755  |

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